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## NJMC PREPARES TO OPEN BUSINESS ACCELERATOR

### *“Green” Entrepreneurs invited to apply*

**LYNDHURST, NJ** - Do you have an idea for business involving alternative and renewable energy or green technology? The New Jersey Meadowlands Commission wants to hear from you. The Commission is now accepting applications from people interested in becoming clients of the new NJMC Business Accelerator. The mission of the Accelerator is to support the development of early-stage environmentally friendly companies.

“Our goal is to attract these companies to the Meadowlands District, helping them to set up shop and to remain in this region,” said Joseph Doria, NJMC Chairman and Commissioner of the New Jersey Department of Community Affairs. “These local businesses are the seeds that will ultimately help grow the economies of our Meadowlands municipalities.”

To prove its commitment, the NJMC is dedicating \$1.5 million over three years to fund this program. The NJMC Business Accelerator, now a part of the New Jersey Business Incubation Network (NJBIN), provides entrepreneurs with affordable office space and the guidance needed to turn an idea or technology into a real business. This includes one-on-one mentoring, coaching, and an array of critical resources and services that may otherwise be unaffordable or inaccessible to young businesses. To expand the services and support the Accelerator provides, the NJMC has established collaborations with universities, colleges and community groups.

The Accelerator’s Director is Michel Bitritto. Beginning Aug. 20, Michel is featured on the Comcast *Newsmakers* program. This program airs on the Headline News channel, which on most Comcast cable systems is Channel 58. The segment runs 55 minutes past each hour. Michel, a former NJBIN president, has a business background and more than 27 years’ experience in New Jersey’s chemical industry. As Director of the NJMC Business Accelerator, Michel and her team will provide emerging businesses the guidance, support and networking opportunities to help turn their dreams into reality.

Opening in September, the NJMC Business Accelerator is located at 160 Chubb Avenue in Lyndhurst. The 12,000-square-foot space includes conference rooms, shared business equipment, a digital phone system and high-speed and wireless Internet connections. The NJMC is interested in clients who have a vision for sustainable, renewable, alternative energy and other green technologies and service businesses.

The NJMC Business Accelerator advances Governor Corzine's Energy Master Plan and his Economic Growth Strategy for New Jersey. The project is also a crucial component of the NJMC's Energy Master Plan to promote energy efficiency and sustainability throughout the Meadowlands District. Specifics of the plan include installing up to 20 megawatts of renewable energy in the Meadowlands District by 2020 and encouraging green building principles through reduced permit costs.

The NJMC continues to lead by example in these areas. In March, the NJMC opened its new Center for Environmental and Scientific Education, which was built to the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) standards. Located on the NJMC campus at Richard W. DeKorte Park, the Center features roof-top solar panels, solar light tubes in classroom ceilings, recycled building materials, low-flow toilets and energy efficient lighting and HVAC systems.

For more information on arranging press coverage, please call Sheri Hensley, NJMC Public Information Officer, at 201-777-2420. For more information on the NJMC Business Accelerator, please call Michel Bitritto at 201-460-1700. You may also email her at [michel.bitritto@njmeadowlands.gov](mailto:michel.bitritto@njmeadowlands.gov). Applications and more information are available on the NJMC Web site [www.njmeadowlands.gov](http://www.njmeadowlands.gov).

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